

SPONSORSHIP OPPORTUNITY

EVENT OVERVIEW:

EVENT DETAILS

EVENT NAME: ADOVADA de MESILLA

EVENT TYPE: FRIENDLY SOUTHERN NEW MEXICO ADOVADA SHOWDOWN

EVENT DATE: SATURDAY, MAY 31, 2025 **TIME:** 11:00 AM - 4:00 PM

LOCATION: FARMesilla

1840 AVENIDA de MESILLA

MESILLA, NM 88005

☎ (575) 652-4626



EVENT SCOPE: "Adovada Showdown" - A Celebration of Southern New Mexico's Culinary Heritage

ADOVADA de MESILLA is an inaugural culinary event designed to celebrate the rich and vibrant food Culture of Southern New Mexico, with a specific focus on the region's renowned Adovada.

This Event Aims To:

- ➔ **SHOWCASE LOCAL CULINARY TALENT:** Provide a platform for local restaurants to demonstrate their culinary expertise through a friendly Adovada competition.
- ➔ **FOSTER COMMUNITY SPIRIT:** Create a lively and engaging atmosphere that promotes community interaction shared cultural experiences, and the preservation of local traditions.
- ➔ **PROMOTE SOUTHERN NEW MEXICAN CUISINE:** Highlight the unique flavors and culinary heritage of the region, attracting both locals and tourists.
- ➔ **PROVIDE RECOGNITION and AWARDS:** Offer prominent recognition and awards to the winning restaurant, enhancing their visibility and prestige within the community.
- ➔ **INCREASE AWARENESS of FARMesilla:** Utilize the event to engage with current and potential customers.

Size and Attendance:

The event is projected to attract an initial attendance of 100 to 200, with potential for growth.

THIS INCLUDES:

- **ADOVADA COMPETITION:** Local restaurants showcase their dishes.
- **RESTAURANT TABLING:** Attendees sample and evaluate Adovada.
- **JUDGING & AWARDS:** Winner determined and celebrated.
- **GOOD FOOD:** Sample various high-quality Adovada.
- **LIVE MUSIC:** Enjoy performances from local artists.

Target Audience:

ADOVADA de MESILLA is designed to appeal to a diverse audience, including:

- **FOOD ENTHUSIASTS:** Individuals with a passion for Southern New Mexican cuisine and local culinary events.
- **VISITING TOURISTS:** Those seeking authentic Southern New Mexican cultural experiences.
- **NMSU COLLEGE STUDENTS:** A demographic that enjoys local events and food-centric gatherings.
- **RETIRED RESIDENTS:** Individuals who appreciate local traditions and culinary experiences.
- **FARMesilla's LOYAL CUSTOMERS:** Existing patrons of FARMesilla, fostering community and loyalty.
- **SOCIAL MEDIA FOLLOWERS:** Leveraging FARMesilla's 10,000+ followers for promotion.

SPONSORSHIP BENEFITS:

Enhanced Brand Visibility:

- ➔ Prominent banner placement on the event site.
- ➔ Strategic logo placement on all event advertisements (digital and print).

Direct Audience Engagement:

- ➔ Option for tabling at the event.

Exclusive Recognition:

- ➔ Logo placement on the official event shirt.

Extensive Social Media Reach:

- ➔ Targeted social media promotion.

Please See Reverse ➔

SPONSORSHIP LEVELS:

Bronze Tier (\$100 - \$250):

- Banner placement on the event site.
- Logo placement on event advertisements.
- Social media mentions.

Silver Tier (\$250 - \$500):

- All Bronze Tier benefits, plus:
- Opportunity to table at the event.
- Two complimentary tickets to event and all tastings.

Gold Tier (\$500+):

- All Silver Tier benefits, plus:
- Logo on the official event shirt.
- Feature article in the event magazine.
- Opportunity to table at the event.
- Expanded social media promotion.
- Five complimentary tickets to event and VIP tastings.
- Full access to VIP section.

OPTIONAL ADDITIONS:

Custom Sponsorship Packages: Tailored packages to meet your specific marketing goals.

Measurable Results: Post-event metrics and analytics to demonstrate sponsorship impact.

Become a Sponsor Today!

We are excited to partner with you to make the **ADOVADA de MESILLA** a resounding success!

To secure your sponsorship and discuss your preferred package, please complete the following information:

SPONSORSHIP SIGN-UP FORM:

COMPANY NAME: _____

CONTACT PERSON: _____

CONTACT PHONE: _____

CONTACT EMAIL: _____

SPONSORSHIP TIER (Please Circle): Bronze / Silver / Gold / Custom (Please specify below)

CUSTOM SPONSORSHIP DETAILS (if applicable)

HOW TO SUBMIT:

Email: Please scan and email this completed form to: Justin Garcia at farmstore@farmesilla.com by May 16th 2025.

NEXT STEPS:

Once we receive your completed form, a member of our team will contact you to confirm your sponsorship and discuss payment and logistical details.

THANK YOU for your support of the first annual **ADOVADA de MESILLA** by FARMesilla!

Please visit → www.adovadademesilla.com/aboutus (or) scan this QR Code to see more information:

